

***THE INFLUENCE OF E-MAIL MARKETING ON PURCHASING DECISION***  
***(Case Study on Traveloka.com)***

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**Abstract**

Number of Internet users in Indonesia reached 88 million people in 2014. One of the business which using the internet is e-commerce. In Indonesia the potential of e-commerce greatest sales on September 2014 is in the field of travel. Booking flight tickets and hotel room reservation ranks at the top in the top five products or services to be purchased via online. In Indonesia there are many distribution channels that provide the sales of flight ticket and booking of hotel rooms, one of them through e-commerce. E-commerce in Indonesia with the highest interest is Traveloka.com was ranked 97th as a popular website. To win the competition with the others e-commerce businesses which providing the same services, Traveloka use direct marketing in the form of e-mail marketing to influence consumers to make purchasing decisions.

The purpose of this research was to find out the influence of marketing through e-mail marketing towards purchasing decision.

This research requires the sample as much as 384 respondents with purposif sampling techniques. This research uses techniques of descriptive statistical analysis, hypothesis testing, regression, classic assumption test lienear simple as well as the coefficient of determination.

The results of the analysis of research data is obtained that the regression coefficient of the variable E-mail marketing at Traveloka (X) gets positive values i.e. of 0.716 which means each variable e-mail marketing increased by one unit, then the Online purchasing decisions (Y) will be increased by 0.716. The influence of e-mail marketing toward the decision of purchasing is 47,6%.

*Keywords: E-mail marketing, purchasing decisions*

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**Introduction**

Number of Internet users in Indonesia continues to increase from year to year. Internet users in Indonesia reach 88 million people by the end of 2014 [1]. One of the business or trade using the internet facilities is e-commerce.



About half of Indonesian consumers plan to buy online on the next six months are air tickets (55%) book hotels and travel agencies (46%). Four out of ten consumers (40%) plan to purchase electronic books (e-books), nearly four out of ten consumers plan to purchase clothing / accessories / shoes (37%), and more than a third of consumers planning to buy tickets event (34%) [6]. In other words, the results of the survey has been done it was found that consumers have the highest plan to make a purchase via online is travel services. So e-commerce also helped to promote the tourism sector in Indonesia because it triggers the emergence of websites that provide ticket sales and hotel booking.

To do a trip at least needs to purchase air tickets and booking hotel. In Indonesia there are many distribution channels that provide the ticket sales and hotel room booking ie, travel agencies, online ticket sales through the official website of the airline or off air, to e-commerce. One e-commerce in Indonesia with the highest interest is Traveloka.com. Traveloka ranks 97th [4].

To win the competition with e-commerce businesses of its kind providing the same services, namely sales of airline tickets and booking a hotel room then Traveloka perform various marketing methods are considered to be of interest to consumers. One way to do Traveloka is to use direct marketing. To perform its direct marketing Traveloka using e-mail.

Activity send or receive e-mail in an activity that internet usage was ranked first by 95.75% [1]. In 2014 the communication via e-mail is still ranked six of the activities performed while using the internet compared to other activities such as accessing personal website, the phone through the internet or doing distance learning (distance learning), which was ranked the bottom three in the activities of Internet usage.

Based on these data marketers should can take advantage of e-mail as a medium for marketing because of the many Indonesian people are accessing and using e-mail media in the daily activities. Of course it is becoming important to note by e-commerce that provide air ticket booking and hotel booking in order to ultimately be able to attract consumers to make purchasing decisions on air tickets or make bookings the hotel through its official website. So that could raise the amount of the purchase of air tickets as well as booking a hotel room.

## **Statement of the Problem**

Potential sales of travel services in Indonesia is high. This makes the travel business people must find a way out in order to attract consumers to purchase. Business people travel especially those engaged in the field of e-commerce should be expanded marketing activities. One of them using direct marketing to consumers, so that consumers feel more personalized get the products or services quickly and accurately from an e-commerce demand. Direct marketing can be done with e-mail marketing medium that utilizes a database of customer websites. So that consumers can know the services and promotions offered by an e-commerce and making purchasing decisions in the end.

## **Literature Review**

- E-commerce

Although many business transactions is still going through the usual channels, there has been a growing number of customers and companies use the Internet for electronic commerce (e-commerce) [8].

- Marketing

Marketing is a social and managerial process in which individuals and groups obtain their needs and desires by creating, offering, and exchanging something of value to each other [3].

- Integrated Marketing Communications

"Integrated Marketing Communication (IMC) is a cross-functional process for planning, executing, and monitoring brand communications designed to profitably acquire, retain, and grow customers. IMC is cross-functional Because every touch point that a customer has with a firm or its agents helps to form brand images [14].

- Direct Marketing

Program direct marketing (direct marketing) is an interactive marketing system that uses a variety of communication media to improve the immediate response that are specific and measurable [15].

- E-mail Marketing

E-mail marketing into two: 1) E-mail promotional (promotional e-mail), E-mail promotional aims to share information and promotions about products and services, build brand, and directs consumers to the website. E-mail promotional shipped in larger quantities in all or part of all consumers (Cecilia, 2014). 2) E-mail-related services (service related e-mail), E-mail related services that customers receive an email when the transaction occurs. E-mail this consists of information on transactions. E-mail is used as a related service for the customer service or to receive inquiries from customers. Compared promotional e-mail, e-mail-related services can be more specific and less on each customer's different [2].

- Consumer Behavior

Consumer behavior is the discipline that studies the behavior of individuals, groups, or organizations and the processes used by the consumer to select, use a product, service, experience (idea) to satisfy the needs and desires of consumers, and the impact of these processes on the consumer and community [10].

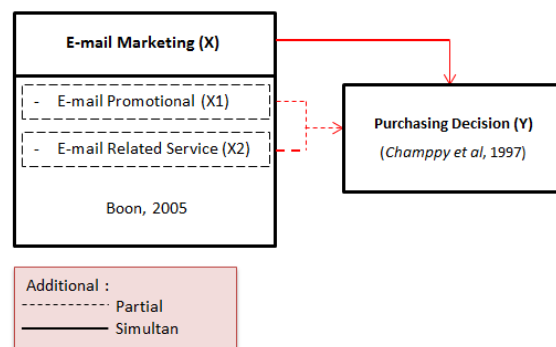
- Purchase Decision

Stage consumer purchase decision process via the internet: 1) Knowledge (comprehension), Enterprises consumers to search for information through the internet about a product or service to gain some insight. 2) Interaction (interaction), How consumers seek to communicate with manufacturers regarding products or services that consumers need. 3) Networking (network), process in which consumers interact with other consumers who have similar needs and experiences. 4) Sensory expenses, such as the use of sensory insert pictures and sounds before making a purchase decision. 5) Ubiquity, consumer then gets all his needs according to the time and place diiginkan. 6) Aggregation, Bringing together a number of related services and consumer needs in a place mutually agreed. 7) Customization, manufacturers are trying to customize products according to customer needs [9].

### Conceptual Framework

There are two types of variables (X) in the study that includes e-mail promotional (X1) and e-mail-related services (X2) [2]. In the framework described the main purpose of research is to measure how big the influence of e-mail marketing to the purchasing decision on Traveloka. So it can be said that e-mail marketing is the independent variable in this study while purchasing decisions (Y) as the dependent variable [9]. Where promotional e-mail and e-mail-related services will be partial effect on purchasing decisions, while the e-mail marketing will influence simultaneously on purchasing decisions. Figure 1 displays the framework used in the study.

Figure 1. Conceptual Framework



## Methodology

Types of research methods that I use is a quantitative method. This approach is based on a theoretical framework, the idea of experts, researchers understanding based on experience, developed into problems and solutions proposed for justification (verification) in the form of support of empirical data in the field [11]. When viewed from the purpose of research is conclusive studies (conclusive) or commonly referred to as causal research (causal research), usually done when researchers have seen or read previous research that examines the relationship between variables [5]. Involvement of authors in this study is a non-contrived setting, is that research conducted in a normal environment, which is usually the case also called natural. The study of non contrived done without the involvement of researchers in the natural activity of the subject of research [5]. Implementation is based on a cross sectional is that if the data collection is done in one period, then the data is processed, analyzed, and then drawn conclusions [5]

Data in this research is divided into two kinds, consisting of primary data and secondary data. Data collected for the study of where the actual occurrence of the event called the primary data [12]. The primary data collection methods the researchers did was by distributing questionnaires to the respondents. Questionnaires distributed to those who never make purchases at Traveloka and subscribe to e-mail marketing, so that the questionnaire generated information on the effect of e-mail marketing to decision on Traveloka. A questionnaire was distributed in the form of a link that can be accessed by a correspondent to make the filling questionnaires at Google Drive via social media (twitter or facebook). In this study requires a sample of 384 respondents with purposive sampling technique. While the data obtained through existing sources called secondary data. Namely, the existing data and does not need to be collected by researcher [12]. Secondary data were obtained from the researchers use an online search on [www.Traveloka.com](http://www.Traveloka.com), as well as previous research studies.

### *Procedur and Analysis*

This study uses data analysis techniques by means of descriptive statistical analysis, use of questionnaires in the measurement instrument which is to determine the effect of e-mail marketing to purchasing decision on the respondent Traveloka. From each of the questions in the questionnaire, there are four possible answers to be selected by each respondent. From the answers chosen by respondents were then compiled the assessment criteria for each item based on the questions and the percentage of the value continuum. The classical assumption, not all of the assumptions of classical test must be performed linear regression analysis, for example, autocorrelation test need not be performed on the data cross sectional [7]. So in this study uses only test for normality.

Data analysis techniques that researchers use to measure the impact of independent variables on the dependent variable is a simple linear regression. Linear regression was used to measure the level of influence of independent variables on the dependent variable and predict the dependent variable using independent variables [11]. In this study examines the coefficient of determination. In fact,  $r^2$  is the proportion of variation in a dependent variable caused by the independent variable, and is referred to as the coefficient of determination.

## Results and Findings

- Total score Promotional E-mails that are in the range of 81.25% -100% thus respondents regarding Promotional E-mail in the category Strongly Agree.
- Total score of E-mail Related Services to be in the range of 62.50% -81.25% thus respondents regarding E-mail Related Services in the category Agreed.
- Total score Variable E-mail marketing in Traveloka (X) is in the range of 62.50% -81.25% thus respondents regarding Variable E-mail marketing in Traveloka (X) in the category Agreed.
- Understanding the total score is in the range of 81.25% -100% of respondents thus the understanding in the category Strongly Agree.

- Regarding Interaction total score is in the range of 62.50% -81.25% thus respondents regarding Regarding Interaction in the category Agreeed.
- Regarding the total score of the Network are in the range 62.50% -81.25% thus Regarding the responses of respondents regarding the Network is at Agree category.
- Total score of ubiquity in the range 82.25% -100% thus the ubiquity of respondents in the category Strongly Agree.
- Total score of sensory expense is in the range of 82.25% -100% of respondents thus the sensory expense in the category Strongly Agree.
- Total Score Online Purchasing Decision Variable (Y) is in the range of 62.50% -82.25% thus responder Online Purchasing Decisions regarding variable (Y) is at Agree category.
- The results of data analysis showed that the regression coefficient variable e-mail marketing in Traveloka (X) a positive score is equal to 0.716 which means that each variable e-mail marketing increased by one unit, then the Online Purchasing Decision (Y) will increase by 0.716.
- Effect of e-mail marketing in the purchasing decision is Traveloka.com 47.6%

## Conclusion

Obtained some conclusions based on the results of research that has been carried out. The conclusions that have been acquired are as follows:

1. E-mail marketing on Traveloka give 47.6% influence on the purchase decision online, while the remaining 52.4% Online purchase decision can be explained by other variables not examined. The regression coefficient variable E-mail marketing in Traveloka (X) a positive score is equal to 0.716 which means that each variable e-mail marketing each increased by one unit, then the Online Purchasing Decision (Y) will increase by 0.716. Then obtained t value of 18.633. Because the value of the t (18.633) > t table (1.966), then Ho is rejected. That is, there is the effect of E-mail marketing in Traveloka Decision to Purchase Online.

## Recommendation

### A. For Company

In accordance with the results of research that has been in the can. The author gives some suggestions for the company as part of the research that has been done. The advice given is as follows :

1. In terms of e-mail related services, after the purchase of air tickets or hotel bookings Traveloka party should make sure to send an e-mail reply that contains information regarding airline flight rules flight or hotel room service regulations. So that consumers can learn this information before traveling.
2. Traveloka using social media to reach these customers. Social media should be used effectively to attract customers that visit or follow the latest updates from Traveloka. Some way is like making a promo content, such as providing low price or discount offers discounted rates for hotel rooms and air tickets. In addition to making content related to the promotion, Traveloka can also display content that is interesting and informative about hotel rooms, airline tickets or tourism in general. Furthermore Traveloka can also create an online community or forum for its customers. So through the community Traveloka can know aspiration



given by the customers with the services provided by the company and ultimately create loyalty from consumers Traveloka.

3. At the beginning of registration for the subscription e-mail marketing (newsletter) on Traveloka.com consumers should be given the option to determine the promo information is desired, such as air ticket promo, promo promo at the same hotel room or both. With the availability of the option of Traveloka, then e-mail received in accordance with the desires of consumers and will minimize their opinions on the issue of spam.

## B. For Further Research

1. The suggestions for further research, not only focuses on the media promotion limited to e-mail marketing. Subsequent research could use the marketing mix.
2. Subsequent research can do research using qualitative methods. Resulting in research on the analysis of the effectiveness of e-mail marketing to purchasing decision on Traveloka.com
3. To produce a latest research results. So further research could use another theory study of the latest libraries.

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